THE DAILY NEWS

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DAILY EDITION.

THURSDAY, JUNE 20

LEOPARD AND ETHIOPIAN.

"What's bred in the bone" was the heading of The News editorial written in reply to that libelous one published in the much, the agitation for the more Evening Empire which has just cost its writer \$1,500 at least. Today The News will vary the proverb and ask in the words of growing apace in the Yukon Terprophet of old: "Can the Ethiopian change his skin, or the leopard his spots?"

It would be difficult to imagine an editor in his sane mind capable of coming straight from a court room, where he had just reindeer, the matter will be urbeen found guilty of a gross libel on a private citizen, and sitting down deliberately to pen another page or two calculated to place not only one but several other citizens in the worst possible light in the eyes of their fellow townsmen and the outside world. other countries whence came the Yet this is what the Empire's comment on Tuesday's libel case reindeer, long ago learned the does.

The Empire while the case was still undecided bravely dogs. Enthusiastic over the a vast share of the native cari- or less. The men ate extensive- pure of wm. foxon, ESQ., A.R.A.M., ION., EN plan to raise more reindeer in bou herds. promised a full report of proceedings. After the decision, how-the north, Mr. I. R. Warn, reever, where is the Empire's report? Can it be that the paper turning from the Peel river diswhich makes a boast of being "always reliable," and which can trict, said recently: usually be counted upon to report every word of the mayoral . utterances, has not courage enough to quote his evidence in the witness box on Tuesday?

With a whining headline to the effect that "Newton's bitter portation and would displace the whichkilled 125 caribou, and the bou would be available for the opponents are selected as judges," this bold editor "downed for packs of dogs which new devour number lasted only one season use of man." the first time in the history of the city" throws contempt upon the high court of justice which tried his case on Tuesday. He names each and severally the citizens called to serve on the jury, and characterizes them generally as men so disreputable that they would dare to take solemnly the jurymen's oath to deal justly and impartially, and would yet deliberately perjure themselves by bringing in a partial and unjust verdict. Thus the setting up of a royal commisdoes our mayor respect a group of his fellow citizens, amongst which may be read the names of several who have been his personal friends.

Thus fresh from his lost libel suit does the editor of the Zealand. Evening Empire advertise to the community that he cannot take his medicine like a man, but must whine and snarl like a whipped cur biting at the heels of those who have justly chastised it. when you go. See Kceley. Regarded professionally and in the light of the recent libel suit, the Empire's comments on the case show very plainly that the citizens who fancied the press of Prince Rupert would be improved by the lesson administered in libel law have been mistaken at least as regards one paper, and that one the very paper punished. Only an editor who could admit unblushingly in the witness box that after twenty-five years' experience he wrote without troubling to investigate facts or to consider effects, could so astoundingly return to his old groove. There is but one comment to make upon such conduct: "Can the Ethiopian change his skin, or the leopard his spots?"

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Various Suggestions Being Made for Improvement on the System of Sledge Hauling by Dog Train in the North—Reindeer Believed Likely to Prove Popular



economy of these animals over

costly the dogs are. They must the dogs. "Reindeer would have a three live. They will eat far more Indians and whites, the dogs fold advantage. They would than a man.

"Many do not understand how greater share was devoured by

"If the reindeer were used by could be done away with. Not 319 3rd Avenue supply a dependable source of "I know of one party of three only would the reindeer be availmeat, would be a means of trans- hunters in the Peel country able for food, but far more cari-

IN NEW ZEALAND, TOO

money for the propagation of

ged on parliament until favor-

able action is taken. It is point-

ed out that Lapland, Finland and

Cost of Living Keeps on Increasing in the Antipodes.

The government is considering sion to enquire into the decreas- Gale ing purchasing power of wages and other questions associated with the cost of living in New

Causes Big Loss of Life in mained standing. Kayloe, Okla.-Not a House Left Standing in the Town.

Guthrie, Okla., June 18 .-Take home a quart of ice cream Sixty or more houses in the vil-

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things you buy to-day—and could not do

TIO smashed by a terrific gale last night, but every person in the own, which has a population of VILLAGE LOW 300, escaped and only two were hurt, according to news advices received here yesterday afternoon. The message declared that Damage: not a building in the village re-

> Altogether, twenty persons have been killed throughout the

Launch Alice B., W. J. Thomas. ages of Kayloe, Okla., were Phone Green 391. Govt. Wharf.

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without—were not even made then. You men and women who buy things, let this sink in. You are better men and women because of advertising. You eat more wholesome food. You wear better clothes. Your home is better furnished. You have cleaner and more sanitary houses. You read better books and magazines. You seek more health-

Your whole standard of living has been raised - and why? Because the men who make these better things are telling you that you will be more comfortable, happier and healthier if you use these higher

ful amusements.

grade goods. It is advertising that makes it possible for you to buy "the best" right at your corner store. It is advertising that encourages the

inventor to make new comforts and

them almost immediately after they are perfected

J. J. Hill says this "high living" costs more. True for J. J.-but it is worth more. And leaving the cost aside, do you want to go back to buying jam out of a pail, oatmeal out of a barrel, raisins out of sticky boxes, or tea exposed in an open

Do you regret the money you paid for a Player Piano?

Would you forego the new style razor?

Isn't a Tungsten worth a thousand

Would you now be enjoying these if enterprising manufacturers had not told you about them in their

new utilities and enables you to buy advertisements? Isn't life brighter because we have new

candles?

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Let us thank advertising for it.

Advice regarding your advertising problems is available through any good advertising agency or the Secretary of the Canadian Press Association, Room 503, Lumsden Building, Toronto. Enquiry involves no obligation on your part—

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